

# Reflective Roofing Can Earn a Star

The U.S. Environmental Protection Agency has expanded its ENERGY STAR® program to include reflective roof products.

Manufacturers of products that lower roof surface temperature by up to 70° F can join the program and affix the Energy Star label to the product.

"Approximately \$40 billion is spent in the United States each year to air condition buildings," says ENERGY STAR program manager Rachel Schmeltz. "By preventing the sun's heat from entering buildings, these roof products can significantly reduce the amount of air conditioning required to cool them."

Reflective roofing can reduce peak cooling demand by 10 to 15 percent, enabling building owners to buy smaller, less expensive HVAC systems, says the

EPA.

ENERGY STAR-labeled roof products also benefit the environment by reducing the burning of fossil fuels in the creation of energy used to power air conditioning systems, the agency adds.

"EPA anticipates that roofing manufacturers and contractors will want to market ENERGY STAR-labeled products because they offer increased value to customers," says the agency.

Any type of roofing may qualify, but EPA expects that initially metal, single-ply membrane, tile, and roof coating products intended for commercial buildings will be most widely represented.

To qualify for the label, roofing products used on low-slope roofs

